



Avoid Confusing Clients and Prospects

TELL ME WHAT YOU WANT ME TO DO. MARKETING GURU RAY JUTKINS DRILLED THAT INTO MY HEAD MANY TIMES. IT'S ALL TOO EASY TO FORGET, THOUGH.

I frequently see websites and advertisements that vaguely describe the product or service that's being offered. And that's it. This doesn't work for reasons that would seem to be obvious: First, the creator of the site or the advertisement hasn't explained why someone would want what's being offered.

More important, though, there's no clear call to action.

If people don't understand why what you're offering might be useful to them, they won't ask. If people do understand why your product or service might be useful to them, but you don't provide a clear explanation of what you want them to do, they still won't act.

The Lesson

TIP O'NEILL WAS A LIBERAL, BUT HE GOT ALONG WITH PEOPLE LIKE RONALD REAGAN. (OH, WHAT I'D GIVE FOR THAT KIND OF HARMONY IN WASHINGTON THESE DAYS! BUT I DIGRESS.) HERE'S MY POINT:

O'Neill learned two lessons in his very first campaign. One of his high school teachers who lived across the street from him said "Tom, I'm going to vote for you tomorrow even though you didn't ask me." O'Neill, who had known the teacher for many years, said he didn't think he needed to ask for her vote. "Tom," she said, "People like to be asked." Have you asked people to do business with you?

O'Neill's father had some advice following the election: "All politics is local." That was an important message because O'Neill had assumed neighbors would vote for him.



Target the right consumers.

The lessons stuck and O'Neill served 50 years in public office, 16 in the Massachusetts House of Representatives and 34 in the United States House of Representatives.

Are you asking people to "vote" for you by choosing your product or service? Are you forgetting to sell yourself to those in your neighborhood? Are you telling people what you want them to do?

Marketing messages must be specific. What do you have? Why does it matter to me? Why should I choose you? What do you want me to do?

So simple. So easy. So frequently forgotten.

When people know exactly what you're offering, those who aren't interested will self-select themselves out.

Those who might be interested are unlikely to self-select themselves in, though, unless you give them some guidance. And once somebody expresses interest, it's up to you to tell them what you want them to DO!

"What's in it for me" is the key. People won't act until they understand how you can help them. Your explanation needs to be complete, concise, and quick. If it takes more than 30 seconds for you to explain why your product or service will help the person you're talking to, you've already lost them. The full sales message can be much longer, but setting the hook must be done quickly.

Build your marketing message with the client in mind. Talk to the client. Talk about the client. Explain how you can help. As the saying goes, "this isn't rocket surgery." Be crystal clear.

If you make it hard for a prospective client to figure out what benefit you offer, they'll just walk away.

Be clear about what you have to offer and what the prospective client needs to do to reap the rewards. Help people make quick decisions by designing your marketing materials so that they can be understood.

Your Target Market

ALONG THAT SAME LINE, IT'S CRUCIAL THAT YOU FIND A WAY TO DIFFERENTIATE BETWEEN PEOPLE WHO WILL JUST WASTE YOUR TIME AND PEOPLE WHO ARE ACTUALLY CANDIDATES TO PURCHASE THE PRODUCT OR SERVICE YOU HAVE TO SELL.

No product or service sells itself. It's up to you to make it appealing to prospects. Successful marketers understand that they need to present the product or service so that prospective clients will understand why they need it. That requires you to know what customers look like.

You need a customer profile. Without one, you'll fail. But how can you create a customer profile?

Actually, it's easy.

A customer profile exactly identifies those who will be interested in what you're selling. Precisely. The more exact your customer profile, the more likely it is that you'll be successful. "People" is not a profile. "People in New England" isn't a profile. "Married women who live in New York City and who have children under 10" is a profile.

Who Will Buy What You Sell?

DEVELOP A PROFILE BY THINKING ABOUT YOUR FAVORITE CLIENTS. CONSIDER WHAT CATEGORIES THEY'RE IN. WHAT CRITERIA DEFINE YOUR PERFECT PROSPECT?

For example ...

- How old are they?
- Where do they live?
- Are they married or single
- How much do they earn every year?
- What do they own?
- Do they have children?

And so on. There's no cookie-cutter definition, so this is something you'll have to figure out on your own.

If all else fails, just trust your instincts to determine the demographics and psychographics of the clients that you would like to work with.

The Internet isn't always the best way to find prospects. Using information you've established, you can use direct mail to communicate with the people you want to deal with. Direct mail is expensive, but it's highly targeted and it can be used to drive key prospects to your website.

Just remember Tip O'Neill's lesson and ask people to "vote" for you. [Ω](#)

Watch Out for Malicious Messages

MY WIFE POSTED A MESSAGE TO FACEBOOK WARNING ABOUT A PHONY JETBLUE PROMOTION. A FACEBOOK PAGE CLAIMING TO BE JETBLUE AIRWAYS WAS OFFERING GIVE FREE FLIGHTS "FOR AN ENTIRE YEAR TO 800 OF OUR LUCKY FANS." REALLY?

The old joke goes something like this: "Did you hear they took 'gullible' out of the dictionary?" I do not understand how people can fall for phony offers such as this, but the page garnered more than 45,000 likes before Facebook shut it down.

I've also seen offers for 30% or more off your entire order at big box stores. Click a link with an offer like that and what you get won't be pleasant. Liking the phony JetBlue page, for example, generated messages from telling users' friends to like the page.

A JetBlue spokesperson said that the promotion is not real and encouraged people to report suspect pages or promotions through Facebook's reporting tools instead of sharing them.

The same day I received an e-mail message from a Yahoo account.

COLAN FAYE shared this with you

[Ariel just sent you \\$3,639.00 with Paypal](#)

Isabelle just sent you \$1,216.00 with Paypal

[Read the full story](#)

Should I click the link? Short answer: NO. Somewhat longer answer: HELL NO!

This is not a trivial problem. The latest edition of Webroot's annual Threat Brief says that nearly all malware is now designed in a way that makes signature-based security virtually useless. Many attacks are staged, delivered, and terminated in just a few hours and sometimes within minutes. In other words, it might happen so fast that you won't even see it. That's not a very comforting thought.

The report says that malware and potentially unwanted applications (PUAs) have become overwhelmingly polymorphic, which is why signature-based detection no longer works.

Zero-day phishing sites are becoming so common that they are now the most common choice for stealing identities.

Technology companies such as Google, Apple, and Facebook are targeted by phishing attacks more frequently than financial institutions such as banks and PayPal. These tech companies are targeted because people often use the same login credentials to access many other websites.

The problem is bad and getting worse, so beware! [Ω](#)



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